

For Immediate Release
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Business Events to be geared up for the future in BE @ Penang 2019 conference

Penang, Malaysia: Penang Convention & Exhibition Bureau (PCEB) will be organising Malaysia's biggest business events conference – BE @ Penang for its 4th edition. The conference will be held on 5 & 6 December 2019 at the Setia SPICE Convention Centre, concurrently with the inaugural ICCA Asia Pacific Summit.

This year's theme, BE Of The Future Now urges the industry, the businesses, the players and professionals be ready for the future now. The conference brings together industry leaders from around the world right here in Penang for an intensive two-days of knowledge-sharing and networking.

The press conference this afternoon was chaired by the Right Honourable Mr Chow Kon Yeow (Chief Minister of Penang), the Honourable Mr Yeoh Soon Hin (Penang State Executive Councillor for Tourism, Arts, Culture & Heritage), Mr Ashwin Gunasekeran (Chief Executive Officer of PCEB) and some of the partners for the BE @ Penang conference.

Headlining the conference are the Keynote Speakers **James Rees**, the current president of the International Congress and Convention Association or ICCA, and **Robin Sieger**, a Peak Performance Expert and a leading success strategist.

"BE @ Penang this year is held concurrently with ICCA Asia Pacific Summit, and will see a total of 40 speakers coming from all over Asia Pacific like India, Hong Kong, Macau, China, Singapore, Australia and New Zealand. By having these two conferences in Penang, this sets the standards higher for Penang in terms of organising world-class conferences and having discussions on relevant topics to prepare the industry to be in the future," said Ashwin Gunasekeran, Chief Executive Officer of PCEB.

"This year's conference gives focus on Asia Pacific's Business Events industry and the current trends for the players to excel in this age of digitalisation. I believe the conference not only will provide a great source of knowledge to the delegates, but it also furnishes them with various networking opportunities to establish business connections," said Yeoh.

"To have both the BE @ Penang conference and the ICCA Asia Pacific Summit held concurrently in Penang is one giant leap for the business events industry. This is because the knowledge exchange between events and its delegates will prove endless possibilities in envisioning a bright future for business events. This sector has proven its worth and is continuing to bear fruit accordingly as the years pass," said Chow.

Among the topics that will be covered at BE @ Penang 2019 are Business Events 2020 & Beyond, innovation in Business Events, the event bidding journey and building a legacy for Business Events.

The conference also includes workshops on creating interesting meeting designs and green practices that can be applied for sustainability within the Business Events industry. Apart from that, there will also be a CEO Deep Dive specially designed for the C-level executives and facilitated by Roy Sheppard.

BE @ Penang 2019 is open to meeting planners, destination management companies, professional conference organisers, suppliers, and Business Events owners and buyers from anywhere in the world.

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The conference registration fee is affordably priced at RM500 for those who are PCEB's industry partners. The price is also applicable to those who are members of the Malaysia Convention & Exhibition Bureau (MyCEB), Malaysian Association of Hotels (MAH), Pacific Asia Travel Association (PATA), Malaysian Association of Tour and Travel Agents (MATTA), Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS) and ICCA Malaysia Members.

Non-member's registration fee is RM600, and there is a fixed rate of RM100 for students, lecturers and academicians. There is a 10% discount from the initial fee for group registrations of 3 persons and above.

BE @ Penang is co-organised by Anderes Fourdy Events Sdn Bhd and supported by the Penang State Government. Other distinguished partners this year include Asia Ability, Bit Quest Sdn Bhd, GlobalSign.in, Hotel Equatorial Penang, Malaysia Airlines Berhad, Mercedes-Benz Cycle & Carriage Bintang Berhad, Orange Gibbon, Olive Tree Hotel Penang, Professional Convention Management Association (PCMA), Setia SPICE Convention Centre, The Meetings Show and Tour & Incentive Travel.

Media partners include CAT Publications, Headquarters (HQ) The Association Magazine, M&C Asia and TTGmice.

Registration for BE @ Penang 2019 and the ICCA Asia Pacific Summit can be done via the conference and summit websites, www.beatpenang.com and www.iccaapsummit.com respectively or contact 04-261 6161.

Photos of the press conference are available here: <http://bit.ly/2oTlofF>

For media inquiries, kindly contact:
Yasmin Bathamanathan
Manager, Marketing Communications
Email: yasmin@pceb.my
Tel: +604 261 6161
Web: www.pceb.my

NOTE TO EDITORS

About Penang Convention & Exhibition Bureau (PCEB)

Penang Convention & Exhibition Bureau (PCEB) is a state bureau established in 2016 to develop the Business Events and meetings, incentives, conventions and exhibitions (MICE) industry in Penang. PCEB aims to position Penang as the preferred location for Business Events activities in the region. With its rich UNESCO heritage, thriving multicultural society, state-of-the-art facilities and vibrant natural attractions, Penang offers a truly eclectic tropical experience.

In line with its mission to incubate the growth of Business Events in Penang, PCEB serves as Penang's focal point for the coordination of all Business Events activities, providing expert assistance to organisations and Business Events planners at every step of the planning. PCEB's team of industry experts work hand-in-hand with professional service providers and world-class hotels, convention centres and unique venues to ensure the smoothness and success of each event organized. PCEB's goal is to enhance our Business Events clients' experience and at the same time to expand the beneficial economic impact of local MICE businesses.

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